ORDER

Orders Order / Rev: 67120 9848221 /Brad Alt Order #: TOM SMITH FOR SENATE Product Desc: WHP-TV CBS21 325 Estimate: 10/23/12 - 10/29/12 Millennium Washington DC Flight Dates: Primary AE: 10/19/12 / 10/24/12 Sales Office: Original Date / Rev: **MNAT** Order Type: **GENERAL** Sales Region: National **SRCP Media** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 201 North Union Street Suite 200 EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Smith/R/Senate A35+ New Business Thru: Demographic: **Product Codes: US** Senate Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Agency External ID: Revenue Codes: AGY, POL-CAND, GEN

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	89	\$32,225.00	\$27,391.25
10/29/12	10/29/12	16	\$2,525.00	\$2,146.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	89	\$32,225.00	\$27,391.25	0.00
November 2012	16	\$2,525.00	\$2,146.25	0.00
Totals	105	\$34,750.00	\$29,537.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	18%	\$34,750.00
Market	100%	\$193,055.56

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	51%	\$98,458.33
WHTM	25%	\$48,263.89
WLYH	0%	\$0.00
WPMT	6%	\$11,583.33

Ln Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WH	P 10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF	:30	5	\$100.00 P-3	0.00 NM	4	\$400.00
5 WI	Ch Date Ran HP 10/23/12- See MG 23.2 Preempted b	-10/29/12 N 2,23.3,23.4,	<u>Description</u> <i>I-F 10a-11a</i> 23.5,23.6,23.7,23.8,	10a-			Veekdays ITWThF	<u>Len</u>	gth <u>Rate</u> :30 (\$100.00)	Rtg Type 0.00 NM		
N 2 WH	P 10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	СМ	11a-12p	MTWTF	:30	6	\$325.00 P-2	0.00 NM	6	\$1,950.00
N 3 WH	P 10/23/12	10/29/12	M-F 1230p-2p Soap Rotator	СМ	1230p-2p	MTWTF	:30	15	\$75.00 P-4	0.00 NM	10	\$750.00

Print Date: 10/24/12 15:45:28 Page 2 of 4

Order / Rev: 67120

Smith/R/Senate Advertiser:

Alt Order #: 9848221 /Brad Product Desc:

TOM SMITH FOR SENATE

Flight Dates: 10/23/12 - 10/29/12 Estimate:

325

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Brea	k Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 3	WHP	10/23/12	10/29/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF-	- :30	15	\$75.00 P-4	0.00 NM	10	\$750.00
Spot 3		Date Rang 10/23/12-		Description M-F 1230p-2p	_	art/End Time 30p-2p		Weekdays MTWThF	<u>Ler</u>		Rtg Type 0.00 NM		
	See		23.3,23.4,	23.5,23.6,23.7,23.8,23.9	9,23.10	,23.11,23.12				,			
8	WHP See	10/23/12-	10/29/12 N 23.3,23.4,	1-F 1230p-2p 23.5,23.6,23.7,23.8,23.9		30p-2p ,23.11,23.12		МГWГhF	-	:30 (\$75.00)	0.00 <i>NM</i>		
10	WHP See	10/23/12-	10/29/12 N 23.3,23.4,	1-F 1230p-2p 23.5,23.6,23.7,23.8,23.9		30p-2p ,23.11,23.12		МГWГhF	-	:30 (\$75.00)	0.00 <i>NM</i>		
12	WHP	10/23/12-	10/29/12 N	<i>1-F 1230p-2p</i> 23.5,23.6,23.7,23.8,23.§		30p-2p ,23.11,23.12		MTWThF	-	:30 (\$75.00)	0.00 <i>NM</i>		
13	[Pre	eempted by	y NSM]	Л-F 1230p-2p		30p-2p		MTWThF	_	:30 (\$75.00)	0.00 <i>NM</i>		
		e MG 23.2, eempted by		23.5,23.6,23.7,23.8,23.9	9,23.10	,23.11,23.12				. ,			
N 4	WHP	10/23/12	10/29/12	M-F 3p-4p M-F 3p-4p	СМ	3р-4р	МГЖГБ-	- :30	10	\$50.00 P-4	0.00 NM	10	\$500.00
N 5	WHP	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	СМ	4р-5р	МГЖГБ-	- :30	7	\$150.00 P-3	0.00 NM	7	\$1,050.00
N 6	WHP	10/23/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	СМ	5p-530p	МГЖГБ-	- :30	5	\$110.00 P-3	0.00 NM	5	\$550.00
N 7	WHP	10/23/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	СМ	530p-6p	МГWГF-	- :30	5	\$110.00 P-3	0.00 NM	5	\$550.00
N 8	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	СМ	6p-630p	MTWTF-	- :30	5	\$125.00 P-3	0.00 NM	5	\$625.00
N 9	WHP	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	МГЖГБ-	- :30	5	\$400.00 P-3	0.00 NM	5	\$2,000.00
N10	WHP	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	МГЖГБ-	- :30	5	\$450.00 P-3	0.00 NM	4	\$1,800.00
Spot 5		Date Rang 10/23/12-		Description N-F 730p-8p		art/End Time 0p-8p		Weekdays MTWThF		ngth <u>Rate</u> :30 (\$450.00)	Rtg Type 0.00 NM		
		e MG 23.2, eempted by		23.5,23.6,23.7,23.8,23.9	9,23.10	,23.11,23.12							
N11	WHP	10/23/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	МГЖГБ-	- :30	5	\$150.00 P-3	0.00 NM	5	\$750.00
N12	WHP	10/23/12	10/29/12	Letterman Letterman	СМ	1135p-1235a	МГЖГБ-	- :30	10	\$140.00 P-2	0.00 NM	6	\$840.00
Spot 2	WHP See	Date Rang 10/23/12- e MG 23.2, eempted by	10/29/12 L 23.3,23.4,	Description etterman 23.5,23.6,23.7,23.8,23.9	11	art/End Time 35p-1235a ,23.11,23.12		Weekdays MTWThF		ngth <u>Rate</u> :30 (\$140.00)	Rtg Type 0.00 NM		
4	WHP See	10/23/12-	10/29/12 L 23.3,23.4,	etterman 23.5,23.6,23.7,23.8,23.9		35p-1235a ,23.11,23.12		МГWГhF	-	:30 (\$140.00)	0.00 <i>NM</i>		
5	WHP See	10/23/12- e MG 23.2,	10/29/12 L 23.3,23.4,	etterman 23.5,23.6,23.7,23.8,23.9		35p-1235a ,23.11,23.12		МГWГhF	-	:30 (\$140.00)	0.00 <i>NM</i>		
10	WHP See		10/29/12 L 23.3,23.4,	etterman 23.5,23.6,23.7,23.8,23.9		35p-1235a ,23.11,23.12		MTWI'hF	-	:30 (\$140.00)	0.00 <i>NM</i>		
N13	WHP	10/23/12		Tue Reg 1	CM	8p-9p	- T	- :30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
N14	WHP	10/23/12	10/29/12	Tue 8p-9p Tue Reg 2	CM	9p-10p	- T	- :30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
N15	WHP	10/23/12	10/29/12	Tue 9p-10p	CM	8p-9p	W	- :30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00

Print Date: 10/24/12 15:45:28 Page 3 of 4

WHP-TV CBS21

Order / Rev: 67120

Alt Order #:

Advertiser:

Smith/R/Senate TOM SMITH FOR SENATE Product Desc:

Flight Dates: 10/23/12 - 10/29/12

9848221 /Brad

Estimate: 325

Ln Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			Wed Reg 1									
NAC WILD	40/00/40	40/00/40	Wed 8p-9p	014	0:- 40:-	117			#4.000.00.D.0	0.00 NIM	۱ ،	# 4 000 00
N16 WHP	10/23/12	10/29/12	Wed Reg 2 Wed 9p-10p	СМ	9p-10p	W	:30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
N17 WHP	10/23/12	10/29/12	Wed Reg 3 Wed 10p-11p	СМ	10p-11p	W	:30	1	\$1,100.00 P-3	0.00 NM	1	\$1,100.00
N18 WHP	10/23/12	10/29/12	Thu Reg 1 Thu 8p-9p	СМ	8p-9p	T	:30	1	\$1,700.00 P-3	0.00 NM	1	\$1,700.00
N19 WHP	10/23/12	10/29/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	F	:30	1	\$900.00 P-3	0.00 NM	1	\$900.00
N20 WHP	10/23/12	10/29/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	F	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
N21 WHP	10/23/12	10/29/12	CBS This Morning Saturday Early Show	ur © M	9a-11a	S-	:30	3	\$70.00 P-3	0.00 NM	3	\$210.00
N22 WHP	10/23/12	10/29/12	Su 6p-630p News CBS 21 News at 6p	СМ	6p-630p	S	:30	2	\$80.00 P-3	0.00 NM	2	\$160.00
N23 WHP	10/23/12	10/29/12	Sat Reg 2 Sat 9p-10p	СМ	9p-10p	S-	:30	1	\$1,200.00 P-1	0.00 NM	11	\$2,685.00
	Date Ran 10/23/12-	<u>ge</u> <u>D</u> 10/29/12 S	escription at Reg 2	<u>Star</u> 9p-1	t/End Time 0p	_	<u>/eekdays</u> Sa		ngth <u>Rate</u> :30 (\$1,200.00)	Rtg Type 0.00 NM		
			23.5,23.6,23.7,23.8,23.9	9,23.10,2	3.11,23.12							
	eempted b	y insini 10/29/12 S	at Red 2	9p-1	On		Sa		:30 \$350.00	0.00 NM		
			.5,3.10,12.10,10.5,3.13,	•	•		bu		.ου φοσσ.σσ	0.00 14141		
[M0	3 within Fli	ght]										
			1-F 6a-7a News	6a-7		M	ГWThF		:30 \$70.00	0.00 NM		
	5 for 3.8,12 3 within Fli		.5,3.10,12.10,10.5,3.13,	1.5,12.2,	3.3,3.12							
•		9.13 10/29/12 N	1-F 2p-3p	2p-3	Вр	M	ГWThF		:30 \$65.00	0.00 NM		
	6 for 3.8,12 G within Fli		.5,3.10,12.10,10.5,3.13,	1.5,12.2,	3.3,3.12							
-		9113 10/29/12 N	1-F 2p-3p	2p-3	BD	М	ГWThF		:30 \$65.00	0.00 NM		
⊕ MG	6 for 3.8,12	.4,23.1,12	5,3.10,12.10,10.5,3.13,	•	•				******			
-	G within Fli	gntj 10/29/12 N	I-F 2n-3n	2p-3	8n	М	ГWГhF		:30 \$65.00	0.00 NM		
⊕ MG	for 3.8,12	.4,23.1,12	.5,3.10,12.10,10.5,3.13,	•	•	IVI	I WI III		.50 ψ05.00	0.00 14101		
-	3 within Fli	0 -	150-0-	0- 0	1	1/	rum). r		-20	0.00 NIM		
_		10/29/12 N 4.23.1.12	ı-г 2р-зр .5,3.10,12.10,10.5,3.13,	2p-3 1.5.12.2.		M	ΓWThF		:30 \$65.00	0.00 NM		
_	G within Fli		,,,	, , , , , , , ,	,							
		10/29/12 N		2p-3	•	M	ГWThF		:30 \$65.00	0.00 NM		
	6 for 3.8,12 G within Fli		.5,3.10,12.10,10.5,3.13,	1.5,12.2,	3.3,3.12							
			FL RS Game Early	1p-4	•	= -	SaSu	1	:30 \$1,300.00	0.00 NM		
	6 for 3.8,12 G within Fli		.5,3.10,12.10,10.5,3.13,	1.5,12.2,	3.3,3.12							
-		10/29/12 F	ri Reg 1	8p-9)p	= -	F		:30 \$400.00	0.00 NM		
	6 for 3.8,12 G within Fli		.5,3.10,12.10,10.5,3.13,	1.5,12.2,	3.3,3.12							
		-	EC Day Game	Vari	ous		Sa		:30 \$200.00	0.00 NM		
⊕ MG		.4,23.1,12	.5,3.10,12.10,10.5,3.13,	1.5,12.2,	3.3,3.12							
		-	BS This Morning	7a-9)a	М	ГWThF		:30 \$40.00	0.00 NM		
⊕ MG	6 for 3.8,12	.4,23.1,12	.5,3.10,12.10,10.5,3.13,			171			· + .0.00			
N24 WHP	3 within Fli		Sa-Su 11p-1130p New	e CM	11p-1130p	SS	:30	2	\$90.00 P-3	0.00 NM	2	\$180.00
IN∠4 VV∏P	10/23/12	10/28/12	CBS 21 News Weeker		11p-1130p		.30		φ σ υ.υυ P-3	U.UU INIVI		φ1ου.υυ
N25 WHP	10/23/12	10/29/12	CBS Sun Morning	СМ	9a-1030a	S	:30	3	\$150.00 P-3	0.00 NM	3	\$450.00

Print Date: 10/24/12 15:45:28 Page 4 of 4

Order / Rev: 67120

Advertiser:

Estimate:

Smith/R/Senate

Alt Order #: Flight Dates:

10/23/12 - 10/29/12

9848221 /Brad

TOM SMITH FOR SENATE Product Desc:

325

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code CBS Sun Morning	Break	Start/End Time	Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N26	WHP	10/23/12	10/29/12	Sun Reg 1 Sun 7p-8p	СМ	7p-8p	S	:30	1 \$1,800.00 P-2	2 0.00 NM	1	\$1,800.00
N27	WHP	10/23/12	10/29/12	Sun Reg 2 Sun 8p-9p	СМ	8p-9p	S	:30	1 \$3,000.00 P-2	2 0.00 NM	1	\$3,000.00
N28	WHP	10/23/12	10/29/12	Sun Reg 3 Sun 9p-10p	СМ	9p-10p	S	:30	1 \$2,000.00 P-2	2 0.00 NM	1	\$2,000.00
N29	WHP	10/23/12	10/29/12	Sun Reg 4 Sun 10p-11p	СМ	10p-11p	S	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
										Totals	105	\$34,750.00